

From the Planners' Bookshelf...

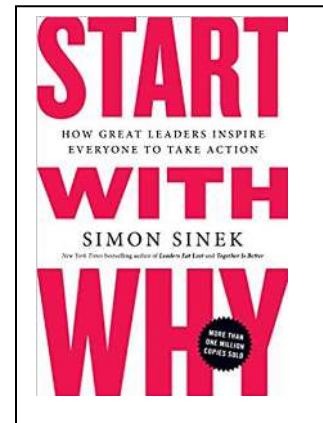
Start with Why: How Great Leaders Inspire Everyone to Take Action.

[Simon Sinek](#), Portfolio; Illustrated edition, December 27, 2011.

In addition to the book, listen to Sinek's presentation to a local audience at TEDxPuget Sound, an independent event. TED's editors chose to feature it for you. View the TED TALK at [LINK \[17:48\]:https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en#t-7185https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en](#)

Simon Sinek has a simple but powerful model for inspirational leadership -- starting with a golden circle and the question: "Why?" His examples include Apple, Martin Luther King Jr. and the Wright brothers ...

From Amazon...In 2009, Simon Sinek started a movement to help people become more inspired at work, and in turn inspire their colleagues and customers. Since then, millions have been touched by the power of his ideas, including more than 28 million who've watched his TED Talk based on *START WITH WHY* -- the third most popular TED video of all time.



Sinek starts with a fundamental question: Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over?

People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with *WHY*. They realized that people won't truly buy into a product, service, movement, or idea until they understand the *WHY* behind it.

START WITH WHY shows that the leaders who've had the greatest influence in the world all think, act, and communicate the same way -- and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with *WHY*.



Simon Sinek

Author

Simon Oliver Sinek is a British-American author and inspirational speaker. He is the author of five books, including *Start With Why* and *The Infinite Game*. [Wikipedia](#)